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**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently amended) A method for analyzing a business that provides deliverable end-user products to consumers, said end-user products including components wherein each deliverable product and each component have a perceivable cost and consumer value, said method comprising the steps of:

a) obtaining Average Sales Price (ASP) trend data for a deliverable end-user product provided by said business and tracking changes of said trend data over a period of time, said period divided into one or more time intervals;

b) obtaining ASP trend data for a component used in said deliverable end-user product and tracking changes of said trend data for said component over said period of time,

c) generating a data structure including elements for characterizing trend data as meeting certain performance criteria;

d) mapping said trend changes associated with trend data for a deliverable end-user product and trend data for a component used in said deliverable end-user product for each period to said elements in said data structure; and,

e) performing analysis of said elements for a component and deliverable product in each time interval, said elements indicating potential corrective action with respect to a value or cost for said component or deliverable product.

2. (Previously presented) The method according to Claim 1, wherein said data structure includes a matrix for characterizing relationships between ASP trends of deliverables and ASP trends of components, one or more elements of said matrix characterizing at least one of said deliverable and component ASP trends as being equal to or above a base level between successive time intervals.
3. (Original) The method according to Claim 2, wherein said base level is zero, said one or more elements characterizing said trends as being equal to or above said base level thereby defining a stability sector.
4. (Previously presented) The method according to Claim 3, wherein one or more elements of said matrix characterizes at least one of said deliverable and component ASP trends as being below a base level while remaining flat, increasing or decreasing between successive time intervals.
5. (Original) The method according to Claim 3, wherein elements of said matrix provide an estimation of profit potential for a business operating at an indicated time interval in said stability sector by managing the cost or value for that deliverable and component.
6. (Original) The method according to Claim 5, wherein said step e) of performing an analysis includes the steps of:  
  
improving a value of the deliverable and identifying components that assist in said improving; and

maintaining the value of said deliverable in said stability sector pending improvement of said value.

7. (Original) The method according to Claim 1, further including repeating step b) though step e) utilizing a different component, said analysis revealing which component drives value and what customers perceive as value from the deliverable.

8. (Currently amended) A method for assessing in real-time a business plan for a business that provides deliverable end-user products to consumers, said end-user products including components wherein each deliverable product and each component have a perceivable cost and consumer value, said method comprising the steps of:

a) providing a business plan associated with the selling of a deliverable product in the market, said plan organized as a series of successive time intervals, with each said interval indicating hypothetical movement of profitability of said deliverable product;

b) generating a data structure including elements for characterizing trend data as meeting certain performance criteria, each said element indicating one or more corrective actions that may be performed with respect to a value or cost for a deliverable or one of its components;

c) obtaining actual ASP trend data for said deliverable and component at a current sampling interval and mapping said actual ASP trend data for said deliverable and component to a corresponding element in said data structure;

d) comparing said mapped element with a hypothetical movement defined for the deliverable product and component according to said business plan at the current sampling interval; and

e) making corrective changes with respect to a value or cost for said component or deliverable according to the comparison.

9. (Original) The method according to Claim 8, wherein said step c) further comprises the step of: defining for said business plan a hypothetical Average Sales Price (ASP) trend for each said deliverable product and a component in each successive time interval, and wherein said step d) further includes comparing said actual ASP trend data with said hypothetical Average Sales Price (ASP) trend at said time interval.

10. (Original) The method according to Claim 8, wherein said step c) of obtaining actual data is performed when valid ASP trend data is available.

11. (Currently amended) A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for analyzing a business that provides deliverable end-user products to consumers, said end-user products including components wherein each deliverable product and each component have a perceivable cost and consumer value, said method steps comprising:

a) obtaining Average Sales Price (ASP) trend data for a deliverable end-user product provided by said business and tracking changes of said trend data over a period of time, said period divided into one or more time intervals;

b) obtaining ASP trend data for a component used in said deliverable end-user product and tracking changes of said trend data for said component over said period of time,

c) generating a data structure including elements for characterizing trend data as meeting certain performance criteria;

d) mapping said trend changes associated with trend data for a deliverable end-user product and trend data for a component used in said deliverable end-user product for each period to said elements in said data structure; and,

e) performing analysis of said elements for a component and deliverable product in each time interval, said elements indicating potential corrective action with respect to a value or cost for said component or deliverable product.

12. (Previously presented) The program storage device readable by a machine according to Claim 11, wherein said data structure includes a matrix for characterizing relationships between ASP trends of deliverables and ASP trends of components, one or more elements of said matrix characterizing at least one of said deliverable and component ASP trends as being equal to or above a base level between successive time intervals.

13. (Currently amended) A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for assessing in real-time a business plan for a business that provides deliverable end-user products to consumers, said end-user products including components wherein each deliverable product and each component have a perceivable cost and consumer value, said method steps comprising:

a) providing a business plan associated with the selling of a deliverable product in the market, said plan organized as a series of successive time intervals, with each said interval indicating hypothetical movement of profitability of said deliverable product;

b) generating a data structure including elements for characterizing trend data as meeting certain performance criteria, each said element indicating one or more potential corrective actions with respect to a value or cost for a deliverable or one of its components;

c) obtaining actual ASP trend data for said deliverable and component at a current sampling interval and mapping said actual ASP trend data for said deliverable and component to a corresponding element in said data structure;

d) comparing said mapped element with a hypothetical movement defined for the deliverable product and component according to said business plan at the current sampling interval;  
and

e) making corrective changes with respect to a value or cost for said component or deliverable according to the comparison.